



leatherhead
food research

New market entry for
a growing chocolatier

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Opportunity

A rapidly expanding chocolatier had insufficient in-house technical capability nor capacity to prepare their product line's labels for launch into a new market within their aggressive launch timelines.

Approach

A member of the Leatherhead team joined the client in their office in order to better co-ordinate and manage the work programme. This team member, the project manager, conducted regular face to face meetings with Leatherhead's technical team and client stakeholders to ensure timelines were aligned and the critical path remained to schedule. Within the 3 month initial phase of work, the SNRA team created over 300 compliant artworks as well as supporting on risk based decisions regarding ingredients and labelling issues.

Result

The client was able to focus on the many other aspects of the new flagship store opening, whilst Leatherhead provided pragmatic and well-informed support for their compliance activities. Their flagship store opened in time for the Christmas period, ensuing a successful entry to their new market.

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